

**Remarks**

***Status of Claims***

Claims 47-53, 55-60, 66-75, and 81-90 are pending, with claims 47 and 66 being independent. Claims 47-53, 55-60, 66 and 73 are amended. Claims 81-90 are new. Support for the amendments and/or new claims can be found, among other places, at FIGS. 11-21 and pp. 16-18 of the originally-filed specification.

***Claim Rejections – 35 USC § 103***

***Independent Claim 47***

The Examiner has rejected claim 47 as obvious over Swait, J *et al.*, “Enriching Scanner Panel Models with Choice Experiments,” Marketing Science, vol. 22 issue 4 (“*Swait*”) in view of Qian, J *et al.*, “Optimally Weighted Means in Stratified Sampling” (“*Qian*”).

Claim 47 has been amended to recite calculating “a plurality of factors ... representing a bias present in a [data source],” and using “the factors to adjust the values in the retail data from [a target] data source, thereby reduc[ing] bias present in the” target source. Neither *Swait* nor *Qian*, separately or in any proper combination, disclose using a factor calculated from a pair of data sources to adjust in any way the data in a third data source, much less reducing bias present in the third data source.

***Independent Claim 66***

The Examiner has rejected claim 66 as obvious over Swait, J *et al.*, “Enriching Scanner Panel Models with Choice Experiments,” Marketing Science, vol. 22 issue 4 (“*Swait*”) in view of Qian, J *et al.*, “Optimally Weighted Means in Stratified Sampling” (“*Qian*”).

Claim 66 has been amended to recite calculating at least one factor as a function of at least one of the overlapping attribute segments among the first and second data sources; and using the at least one factor to create modified values in the third data source, said modified values having a reduced bias compared to the original, non-modified values.

Neither *Swait* nor *Qian*, separately or in any proper combination, disclose calculating a factor as a function of overlapping attribute segments from two data sources and applying that factor to a third data source, much less doing so in order to reduce bias in the third data source.

***Conclusion***

In view of the foregoing, the applicant believes that the currently pending claims are in condition for allowance and respectfully requests a corresponding Notice of Allowance.

The applicant believes that all of the pending claims have been addressed. However, the absence of a reply to a specific rejection, issue or comment does not signify agreement with or concession of that rejection, issue or comment. In addition, because the arguments made above may not be exhaustive, there may be reasons for patentability of any or all pending claims (or other claims) that have not been expressed. Nothing in this paper should be construed as intent to concede any issue with regard to any claim, except as specifically stated in this paper.

The Director is hereby authorized to charge any fees or to credit any overpayments associated with this filing to Deposit Account No. 50-4262.

If the Examiner believes a telephone conference would expedite prosecution of this application, please telephone the undersigned at (781) 453-9993.

Respectfully submitted  
STRATEGIC PATENTS, P.C.

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